

# **What is a community based tourism ?**



**Argenta and Bagnacavallo Meetings**

**14-15 November 2015**

Hugues de Varine



# The Tourism Industry



**A common factor of development and economic growth in countries, regions and cities with a rich cultural heritage**

**A fragile activity, submitted to the risk of political changes, economic crisis, civil strife and wars**

**An uncontrolled and unsustainable production and consumption, based on exogenous investment and decisions**

**A potential or real danger to historic heritage, landscape and social balance of local societies**

**A need for promoting community resistance and for recapturing at least a share in the profits**



# Risks...



Borobudur (Java)

Le Pont des Arts, Paris



# Tourism as a handicraft

**A tool for an endogenous, sustainable micro-development, respectful of heritage and local society**

**An improvement of the quality of life at individual, family and community levels: complements to family budget, employment, maintenance of public and private heritage**

**A contribution to local economy through revival of skills and re-use of vacant buildings or abandoned industrial / extractive sites**

**Response to visitors in search of a "different" tourism": ecological, religious, scientific...**

**A strategy to develop social capital, to offer adequate training, to promote empowerment**



Mari Mari  
(Amazonie)



www.croqalp.fr

## croq'Alp La secret des fromages LA MAISON DU GOÛT à la fromagerie de Mieussy

### Comment le goût arrive dans nos fromages de montagne ?

Pourquoi le reblochon de Savoie a-t-il une odeur de cave, des arômes de lait et de crème ? Cela viendrait-il des vaches, de ce qu'elles mangent, du lait cru, du savoir-faire des fromagers... ?

### Autant de mystères qui ne resteront pas sans réponses !

Vous découvrirez d'un coup de baguette magique, ce monde fascinant et vous percerez tous les secrets du goût de nos fromages...

De quoi vous titiller les papilles !!!

Film en 3D

Atelier de fabrication vitré

Dégustation commentée

Juillet et Août :

Visite avec baguette du mardi au samedi de 9h à 12h et de 15h à 18h, durée 1h30

Septembre à Juin : mercredi, vendredi et samedi de 9h à 12h et de 15h à 18h

SPÉCIAL VACANCES : Visite commentée 9h15

Atelier Fromage 10h15. mar./mer./vend.

Baguette interactive

Tarifs : enfants (5 à 15ans) gratuit pour les -5ans

- Visite avec baguette + dégustation

adulte 4,50€/pers., enfant 3€/pers.

- Film 3D : adulte 3€/pers., enfant 2€/pers.

- Réduction

visite + dégust. + film3D -0.50€/pers.

boutique et souvenirs

Les Plus :

- Accessibilité aux personnes à mobilité réduite.

- Visite possible en anglais et italien.

www.croqalp.fr - Tél. 04 50 36 89 18 - croqalp@paysalp.fr

Fromagerie des Hauts-Fleury - 2 Rte de l'Etrait Denté - 74440 MIEUSSY - GPS : 46.132386, 6.527080

NE PAS JETER SUR LA VOIE PUBLIQUE

Paysalp (Haute Savoie)

# **Ecomuseology and community tourism**



**Where ? The ecomuseum's own territory**

**What ? The common heritage of the community (mappa di comunità, inventario partecipativo...)**

**Who is concerned ? The community and all its components (associations, local government, public and private institutions)**

**Objective ? Give social, cultural and economic value to the community and its territory**



Montalegre, uma ideia da Natureza!

# ecomuseu



de Barroso

[www.ecomuseu.org](http://www.ecomuseu.org) [www.cm-montalegre.pt](http://www.cm-montalegre.pt)



# **Ecomuseology and community tourism**



**For whom ? Visitors from the region, publics with special interests**

**How ? Individual and collective initiatives, new touristic products, new services to visitors**

**With whom ? Mobilization of shareholders, networking with public and private stakeholders**

**With what ? The ecomuseum as a tool, endogenous tourism structures**





# Community-based ecotourism in Brazil

## Estação Gabiraba's Principles

**Tourism is planned and developed from the community.** It is the community which collectively decides and organizes the tourism activities within its spaces.

**Tourism is a building activity and complements the local way of life.** It should help in the strengthening of the community organizational structures and should only complement (not substitute) traditional activities. The main attraction of the visits is the opportunity to get to know the community day by day.

**The general income distribution is fair and equal.** All those involved in the trips – community members, tourists and partnering organizations – have a part in deciding the budget and the destiny of the resources derived from the trips. These resources are shared between the communities and the partner institutions in a fair, equal and non bureaucratic manner. No one receives more income than do the community in each visit.

**Tourism is a cultural exchange and learning opportunity.** The experience exchanged between the community member and the visitor guarantees that each one learns and teaches as much as the other.

**Environmental conservation and education.** Through environmentally responsible practices, Estação Gabiraba creates and develops its journeys respecting the conservation laws of the region and endeavouring to generate the smallest environmental and cultural impact possible. Additionally, it contributes to the avocation of the conservation interests essential do the ecotourism, as well as to the work performed in this effort by its partner institutions.



# Creative ecomuseums

Invent specific products:

- festivals,
- exhibitions,
- crafts workshops,
- trekking,
- gastronomic events,
- cultural immersion
- etc...



# Ecomuseu da Serra de Outo Preto



Feijão  
tropeiro

*Bar da  
Nida*



# Faire cause commune avec l'AITR ?



**CARTA D'IDENTITÀ PER VIAGGI SOSTENIBILI – Cervia,  
2005**

***"Rispettare ed incoraggiare il diritto delle comunità locali a decidere sul turismo nel proprio territorio, e con queste stabilire rapporti continuativi di cooperazione solidale."***

**Associazione Italiana Turismo responsabile - <http://www.aitr.org/>**

